(UNDP) with effect from June, 1992. The Programme had an initial duration of five years which has since been extended upto May, 1998. Under the Programme, UNDP is to provide an assistance of US$ 23 million with equal matching contribution from Government of India for implementation of several projects to facilitiate diversification in jute sector, strengthen R&D capacity and provide infrastructural support for transfer of technology, market promotion and enhancement of exports.

Publictity for rural development programmes

883. SHRI RAHASBIHARI BARIK: Will the Minister of RURAL AREAS AND EMPLOYMENT be pleased to state:

(a) whether there is a need to give due publicity in the rural areas of the plans and programmes being implemented by the Centre or the State Governments for rural development;

(b) if so, the steps taken by Government in that direction; and

(c) the details thereof?

THE MINISTER OF RURAL AREAS AND EMPLOYMENT (SHRI K. YERRANNAIDU): (a) Yes, Sir.

(b) and (c) It is necessary to create awareness regarding antipoverty programmes among the rural masses to enable them to make effective use of various kinds of assistance available under the various schemes/programmes which benefit individuals as well as society as a whole. The publicity and Information, Education and Communication efforts of the Ministry are based on the paradigm that involvement of beneficiary and the participation of the community is of primary importance in qualitatively improving the implementation and effectiveness of the programmes. As such the Ministry is making concerted efforts to dissseminate information about various schemes of the Ministry, particularly to the target groups, through various modes of communication.

Failure of Community Self-Employment Programme in Orissa

884. SHRI RAHASBIHARI BARIK: Will the Minister of RURAL AREAS AND EMPLOYMENT be pleased to state:

(a) whether Government are aware of the failure of Community Self-Employment Programme in Keonjhar and Mayurbhanj districts in Orissa;

(b) if so, the reasons therefor; and

(c) the steps taken in order to make the programme effective and successful?

THE MINISTER OF RURAL AREAS AND EMPLOYMENT (SHRI K. YERRANNAIDU): (a) to (c) This Ministry does not implement any programme by the name of Community Self-Employment Programme. However under Integrated Rural Development Programme (IRDP) and its sub-scheme Development of Women & Children in Rural Areas (DWCRA), Group of beneficiaries are assisted for self-employment activities. No report of failure of the group activities have been received in the two districts of Keonjhar and Mayurbhanj except for some stray cases, where the failure is found to be mostly due to the Mismanagement of the group members. Whenever information is received on mismanagement of the groups, the local Block Development Officer as well as the Progress Assistant with the help of concerned Bank Officer met the members of the group and set things right. Similarly in case of DWCRA groups, the stray cases of failure are found to be mostly due to the lack of professional aptitude and skill among the beneficiaries. The VLWs as well as the Assistant Project Director (Women) visit such groups frequently in an attempt to revive the groups.

वंचित परिवारों के युवकों के लिए स्व-रोजगार

885. **श्री चीमनभाई हरीभाई शुक्ल:** क्या ग्रामीण क्षेत्र और रोजगार मंत्री यह बताने की कृपा करेंगे कि:

(क) क्या सरकार के पास सर्वाधिक वंचित परिवारों से संबंधित दस लाख युवकों को स्व-रोजगार उपलब्ध कराने हेतु कोई प्रस्ताव है;

(ख) यदि हां, तो गुजरात के संदर्भ में ब्यौरा क्या है;